Do The Role of Accommodation Management Women in The Digital Era as Key Factor in Women's Competency Development?

Ni Desak Made Santi Diwyarthi[1*], Nyoman Gede Mas Wiartha[2], Made Darmiati[3], Luh Putu Citrawati[4], Indah Kusumarini[5]

[1*]Lecturer, Hospitality Administration Study Program, Politeknik Pariwisata Bali, Jl. Dharmawangsa, Kampial, Nusa Dua - 80363 Bali - Indonesia, email: santidiwyarthi@yahoo.com
[2]Lecturer, Hospitality Administration Study Program, Politeknik Pariwisata Bali, Jl. Dharmawangsa, Kampial, Nusa Dua – 80363 Bali - Indonesia, email: maswiartha@gmail.com
[3]Lecturer, Travel Business Study Program, Politeknik Pariwisata Bali, Jl. Dharmawangsa, Kampial, Nusa Dua – 80363 Bali - Indonesia, email: darmiatimade@gmail.com
[4]Lecturer, Convention and Event Management Study Program, Politeknik Pariwisata Bali, Jl. Dharmawangsa, Kampial, Nusa Dua – 80363 Bali - Indonesia, email: citrawati16@yahoo.co.id
[5]Lecturer, Convention and Event Management Study Program, Politeknik Pariwisata Bali, Jl. Dharmawangsa, Kampial, Nusa Dua – 80363 Bali - Indonesia, email: ireng_k@yahoo.com

*Corresponding author: Ni Desak Made Santi Diwyarthi
*santidiwyarthi@yahoo.com

ARTICLEINFO	ABSTRACT
	The research discusses the pivotal role of women in accommodation management within the context of the digital era, focusing on their contributions to business efficiency, cultural preservation, and community welfare in tourism villages, specifically in Karangasem, Bali. Women play a significant role in adapting to environmental changes and visitor needs through creative economic activities like handicrafts and culinary arts. The research employs a mixed quantitative and qualitative approach, drawing insights from interviews and surveys conducted with women managing accommodations in Karangasem. Talcott Parsons' AGIL concept and Moser's gender analysis framework are utilized to analyze women's roles, challenges, and strategic requirements in accommodation management. They contribute to increasing village income, creating jobs, and enhancing community welfare through tourism business management. Additionally, women maintain social cohesion, resolve conflicts, and strengthen social relationships in tourism villages, showcasing their integration capabilities. Furthermore, they preserve traditions, transmit cultural knowledge, and ensure that tourism aligns with local values, emphasizing the importance of latency or pattern maintenance. By recognizing and supporting women in their efforts to uphold cultural heritage, promote teamwork, and maintain high work standards, organizations can foster a sense of pride and belonging among employees and guests. This study highlights the essential role of women in the accommodation sector for economic, social, and cultural development, as well as for advancing gender equality in the digital era.

Keywords: accommodation, management, role, women |

1. INTRODUCTION

The development of tourism in Indonesia has become a mainstay for generating foreign exchange and international cooperation, such as with UN Tourism and PATA (Hapsari & Usman, 2022). The tourism sector is one of Indonesia's leading sectors, regulated by law and encompassing various important sectors such as crafts, souvenirs, lodging, and transportation. The ten main objectives of Indonesia's tourism include economic growth, public welfare, poverty eradication, unemployment reduction, nature conservation, environmental and resource preservation, cultural promotion, enhancing the nation's image, fostering patriotism, national identity, and international friendship. The development of tourism undoubtedly involves various aspects.

Human resources, both women and men, the community, and resource managers, as well as the available resources, are all involved.

The need to highlight the role of women in the accommodation sector in the digital era, particularly in Bali, stems from several key factors such as, economic contribution, digital transformation, gender equality, community development, and policy and support from stake holders. Economic Contribution means women significantly contribute to Bali's tourism- driven economy. Recognizing their roles can enhance economic development and empower local communities. Digital Transformation because the digital era brings new opportunities and challenges in the accommodation sector. Understanding how women adapt and leverage digital tools is crucial for fostering innovation and competitiveness. Gender Equality as promoting women's roles aligns with global efforts to achieve gender equality. Highlighting their contributions can help break down traditional gender barriers and create more inclusive work environments. Community Development means women often play a pivotal role in community cohesion and cultural preservation, which are essential for sustainable tourism. Their involvement in accommodation businesses helps maintain the unique cultural appeal of Bali. Policy and Support means identifying women's roles can inform policies and support mechanisms that address their specific needs and challenges, ensuring their continued contribution to the sector's growth. In summary, exploring women's roles in Bali's accommodation sector in the digital era is essential for economic, social, and cultural development, as well as for advancing gender equality.

The need to reveal the role of women in accommodation businesses in the digital era, especially in Bali, is based on several key factors: the economic contribution of women, digital transformation, gender equality, community development, which plays a crucial role in improving community welfare, and the policies and support from stakeholders to advance women. Women significantly contribute to Bali's economy, driven by the tourism sector. Recognizing their roles can enhance economic development and empower local communities. The digital era brings new opportunities and challenges in the accommodation sector. Understanding how women adapt and utilize digital tools is essential for fostering innovation and competitiveness. Promoting women's roles aligns with global efforts to achieve gender equality. Uncovering their contributions can help overcome traditional gender barriers and create a more inclusive work environment. Women often play vital roles in community cohesion and cultural preservation, which are essential for sustainable tourism. Their involvement in accommodation businesses helps maintain Bali's unique cultural appeal. Identifying women's roles can influence policies and support mechanisms that address their specific needs and challenges, ensuring their continued contribution to the sector's growth. In conclusion, exploring women's roles in Bali's accommodation sector in the digital era is crucial for economic, social, and cultural development, as well as for advancing gender equality.

The government develops tourism villages to utilize Indonesia's natural resources. Bali, in particular, has tourism villages known for their beautiful landscapes and cultural attractions that draw tourists. The digital transformation in Bali's tourism industry opens new opportunities for women to enhance their business efficiency. Women's roles in tourism include creative economic activities, preservation of local traditions, and improvement of community welfare. They are involved in tourism business management, training, promotion, marketing, and maintaining social cohesion. Women also play key roles in the management and maintenance of accommodation properties in tourism villages, such as homestays and villas, with attention to details that affect guest experiences (Darmayanti & Budarsa, 2021). Women account for 54% of the global tourism industry workforce (UN Tourism, 2024). This study hopes that through property management, marketing, customer service, and local economic empowerment, women can become key drivers in the growth of Bali's tourism sector, contributing significantly to economic and social development.

The research identifies a crucial gap concerning the recognition and support of women in accommodation management within tourism villages, particularly in Karangasem, Bali. While women actively participate in various aspects of tourism development, including cultural activities and economic endeavors, there is a lack of acknowledgment and involvement in key areas such as construction, organizational roles, and decision-making processes. This gap underscores the need for increased support, professional development opportunities, and gender-sensitive policies to empower women in the tourism sector fully. By addressing these challenges and strategic requirements, organizations can create a more inclusive and equitable work environment that maximizes the potential contributions of women to the growth and sustainability of the tourism industry in Bali and beyond.

Based on the above explanation, the observed issue is female accommodation managers, with the topic: "What is the role of women in accommodation businesses in the digital era in tourism villages, a case study in Karangasem Regency, Bali?"

2. LITERATURE REVIEW

The research highlights that the role of women in the development of tourism in Rembang Regency. Factors affecting women's roles in tourism development include lack of coordination, lack of knowledge and skills, adherence to patriarchal systems, and the persistence of ancestral cultural practices. Women actively participate in activities and provide facilities in the Karang Jahe Beach tourism area, such as trading in the tourist area. However, in terms of accessibility and tourism organizations, women's roles are still considered lacking, as few women are involved (Wiratha, I, 2000), (Yuanita and Gutama, 2020).

Andani's (2017) research emphasizes the importance of women's roles in community activities in Kampung Wisata Tebing Tinggi Okura, Pekanbaru City. Although women's roles are significant in cultural tourism activities, homestay management, and food and beverage services, they are less involved in the construction of piers and tourism organizations. This challenge arises due to a lack of funding, coordination, expertise, and quality human resources (Civilization, TEMA 19 and Domenico, 2021), (Andani, 2017).

2.1. Structuralis-functionalism theory by Talcott Parsons

The Adaptation, Goal Attainment, Integration, and Latency (AGIL) approach by Talcott Parsons provides an analytical framework for evaluating and enhancing the role of women in the hospitality industry, focusing on four basic functions to maintain the stability and efficiency of social systems (Overholt et al., 1985): 1). Adaptation: Women help tourism villages adapt to environmental changes and visitor needs through creative economic activities such as handicrafts, culinary arts, and accommodation services. They also preserve and develop local traditions that attract tourists (Syawaludin, 2014). Adaptation also demonstrates women's ability to cope with situations encountered outside themselves (Haslinda, 2019); 2). Goal Attainment: Women contribute to increasing village income, creating jobs, and improving community welfare through tourism business management, training, and promotional activities. Their active participation in planning and implementing tourism village development programs is crucial. Goal attainment demonstrates women's efforts to achieve objectives, vision, and mission (Haslinda, 2019); 3). Integration: Women maintain social cohesion and community integration in tourism villages. They act as connectors between community groups, help resolve conflicts, and engage in community activities that strengthen social relationships and cooperation among villagers. Integration shows the extent to which women organize and coordinate different aspects into a cohesive whole for the company's goals (Haslinda, 2019); 4). Latency (Pattern Maintenance): Women preserve traditions and culture through their roles in families and communities. They transmit cultural knowledge to the younger generation and ensure that tourism does not undermine existing local values (Diwyarthi et al., 2022). Latency shows women's efforts to maintain consistency in work patterns and motivations, balancing them with cultural values in their work situations (Haslinda, 2019).

Overall, women play a significant role in various aspects of tourism village development (Desak and Santi, 2023).

2.2. Gender theory by Caroline Moser

The Gender Analysis Model developed by Caroline Moser focuses on analyzing gender roles in development and project planning, considering practical and strategic gender needs to achieve gender transformation (Gerardi, 2019). The main components of this model include triple roles, gender needs, disaggregated data, and empowerment.

Triple Roles includes Reproductive Role: Household tasks and family care. Productive Role: Paid work and production of goods/services. Community Management Role: Voluntary activities for community welfare. Gender Needs: Practical Gender Needs (PGNs): Needs arising from traditional gender roles, such as access to clean water and healthcare. Strategic Gender Needs (SGNs): Needs for changing gender roles and power distribution, such as legal rights and education. Disaggregated Data: Collecting data based on gender to understand differences in resource access and opportunities. Empowerment: Strategies for empowering women through skill training, women's rights advocacy, and policy reforms.

This framework is developed to identify gender roles in communities and development projects and to address gender inequality by integrating practical and strategic gender needs (Gerardi, 2019). Analysts such as Overholt, Razavi, and Kabeer have discussed and critiqued this approach in various studies and publications (Chance and Florence, 2023; Razavi et al., 2015; Kabeer, 2014). This analysis aims to change power relations and improve women's social positions by fulfilling short-term and long-term needs. Moser's gender analysis evaluates women's roles in accommodation businesses using the Moser gender analysis model (Moser, 2013). Also known as the Gender Task Division Framework, this model was developed to measure the contributions of men and women in productive and reproductive activities (Overholt et al., 2015). Key components include task division, access to resources, influence of external factors, and activity profiles.

3. METHOD

The development of tourism in Indonesia has become a mainstay for generating foreign exchange and international cooperation, such as with UN Tourism and PATA. This study employs a mixed quantitative and qualitative approach using descriptive methods to obtain a comprehensive picture of the role of women in accommodation businesses in tourism villages in Karangasem Regency, Bali. The descriptive method is used to collect clear and accurate data according to field conditions. The population of this study is women working in accommodation businesses in Karangasem Regency. Purposive sampling technique is used to select informants who meet the criteria and have a good understanding of the issues being studied (Sugiyono, 2008).
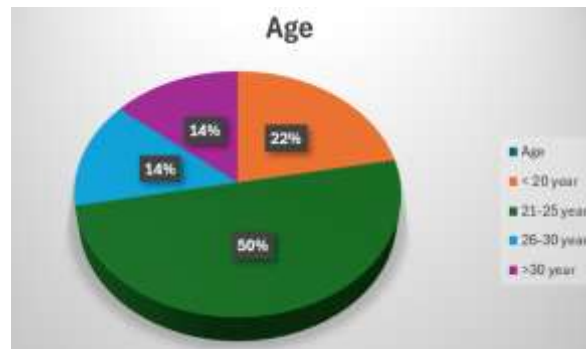
Figure 1. The Age of Respondent

Primary data collection techniques were conducted through semi-structured direct interviews using questionnaires. The semi-structured interview approach was chosen to provide guidelines for developing questions that fit the context of the problem being studied, ensuring that the primary data obtained is more comprehensive (Andani, 2017). On the other hand, secondary data were obtained through observation, interviews, and document studies. In this study, data were obtained using an analysis based on the AGIL (adaptation, goal attainment, integration, and latency) concept by Talcott Parsons (Muthiah and Hubeis, 2017).
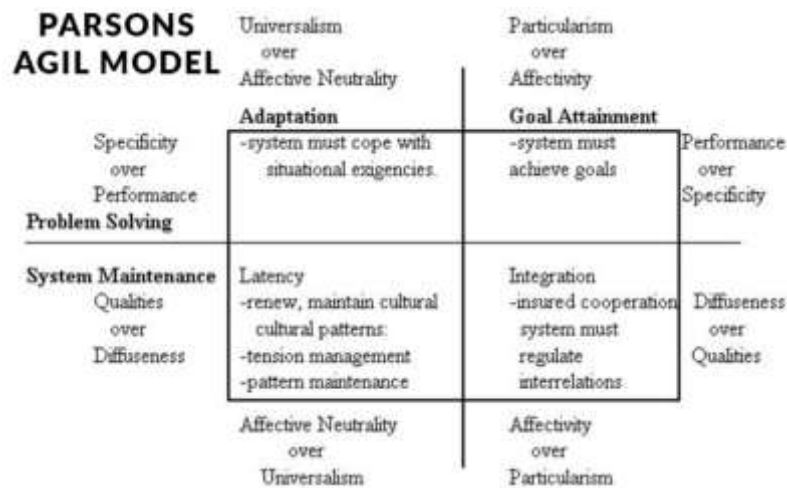

Figure 2. AGIL analysis by Talcott Parsons (Admin, 2023)

The AGIL paradigm, developed by Talcott Parsons, is a sociological framework that outlines four functional imperatives necessary for any society to maintain a stable social life. These functions are: 1). Adaptation (A): - Function: Adaptation to the environment and its changes, - Description: The system must be able to adapt to its surroundings, offering temporary facilities and acquiring sufficient resources to meet its needs. This includes adapting the behavior of individuals within the system to the environment and distributing resources within the system; 2). Goal-attainment (G): - Function: Establishing and accomplishing objectives, - Description: The system must define goals and mobilize system components towards achieving these objectives. This involves setting priority goals and motivating and mobilizing effort and energy within the system to achieve these goals; 3). Integration (I): - Function: Regulating relationships between system elements, - Description: The system must regulate the relationships between its components to ensure they run in balance. This includes managing the relationships between the other three functions (A, G, L). The judicial system is primarily responsible for this overt coordination; 4).

Latency (L) or Pattern Maintenance: - Function: Maintaining motivation and resolving internal conflicts, - Description: This function deals with ensuring that social system players exhibit good traits, such as motivations, needs, and role-playing abilities. It also focuses on resolving internal conflicts and strains within the system.

These four functions are often referred to by the acronym AGIL and are considered essential for any social system to persist over time. Parsons' AGIL paradigm is part of his larger action theory, which aims to construct a unified map of all action systems and ultimately "living systems"(Chotim, 2022).
This analysis helps qualitatively analyze the role of women managing accommodations in tourism villages in Karangasem, Bali. This data is then combined with Moser's gender theory for comprehensive results.

4. RESULTS AND DISCUSSION

4.1. Analysis of Women's Roles in Accommodation Management in the Digital Era in Karangasem Based on Talcott Parsons' AGIL Approach

Analysis of Women's Roles in Accommodation Management in the Digital Era Using Talcott Parsons' Adaptation, Goal Attainment, Integration, and Latency (AGIL) Concept (Prenada 2005):

4.2.1   Adaptation

A total of 20 respondents (40%) stated that their main challenge was the lack of raw materials, such as breakfast supplies, forcing them to direct guests to nearby restaurants for dinner. Another 15 respondents (30%) faced shortages of work equipment, such as branded towels and soap, while the remaining 15 respondents (30%) experienced instability with electricity when guests used multiple electronic devices.

According to Parsons (Sitanggang, 2020), these challenges involve managing limited resources, including raw materials and equipment. Company management must adapt to changes through employee training and skill enhancement. Adaptation includes the ability to adjust to situational needs. Women managing accommodations in Karangasem have shown adaptation by utilizing digital platforms such as Airbnb and social media for promotion and booking management, as well as understanding tourist trends and preferences, such as local breakfast menus and cultural activities during stays. The research findings indicate that women managing accommodations in Karangasem exhibit remarkable adaptability in response to challenges. Despite facing shortages of raw materials and work equipment, as well as electricity instability, these women have shown resilience by leveraging digital platforms for promotion and booking management. Their understanding of tourist preferences, such as local breakfast menus and cultural activities, reflects their adaptive strategies in meeting guest needs. The adaptive nature of women in accommodation management not only ensures operational efficiency but also underscores their ability to navigate dynamic environments in the tourism sector. Recognizing and supporting this adaptability can enhance women's roles and contribute to the overall success of accommodation businesses in tourism villages.

4.2.2 Goal Attainment

A total of 37 respondents (74%) had both short-term and long-term goals in their work. Short-term goals included completing all tasks before the end of the workday, while long-term goals focused on developing accommodations without guest complaints. Thirteen respondents (26%) believed they had contributed to achieving the goals set by management. This aligns with Talcott Parsons' theory (Prenada, 2005) that effective management works according to set goals. Goal attainment involves the ability to define vision and mission, set short-term and long-term goals, and develop strategies to achieve them. Women managing accommodations in Karangasem have a clear vision of the services and experiences they want to offer. They set short-term and long-term goals and develop effective marketing and operational strategies to achieve high-quality service and retain customers.

The study reveals that women managing accommodations in Karangasem demonstrate a strong commitment to goal attainment, with a focus on both short-term and long-term objectives. By setting goals related to guest satisfaction, operational efficiency, and business development, these women strive to enhance the overall guest experience and ensure the sustainability of their accommodation businesses. Moreover, their proactive approach in aligning individual tasks with organizational goals highlights their dedication to achieving success in the competitive tourism industry. The emphasis on goal attainment among women in accommodation management signifies their strategic vision and commitment to excellence. Management can leverage this dedication by providing support in goal-setting, performance evaluation, and skill development to further enhance the effectiveness of women in driving business growth and customer satisfaction in tourism villages.

4.2.3 Integration

A total of 7 respondents (14%) considered workplace communication to be very important, 23 respondents (46%) emphasized the importance of adapting to the work environment, and 10 respondents (20%) believed that the use of technology supported work success. This supports Parsons' theory (Prenada, 2005) that team coordination and solidarity are key to achieving organizational goals. Lack of communication can hinder integration within a company.

Integration means the system's ability to manage relationships between different parts to form a unified whole (Syawaludin, 2014). In homestay businesses, integration ensures that all operational aspects run harmoniously. Women managing accommodations must work with staff, suppliers, and the local community. Effective communication and collaboration are essential for satisfactory service (Prenada, 2005). Integration also involves the local community. Women managing accommodations establish partnerships with local residents, provide meals, and offer cultural experiences to guests such as village tours, cooking classes, or traditional art performances. This enriches the guest experience and strengthens the relationship between the accommodation business and the local community (Sitanggang, 2020).

Women managing accommodations in Karangasem exhibit a strong focus on integration within their operational framework. Through effective workplace communication, adaptation to the work environment, and utilization of technology, these women foster collaboration and cohesion among team members. By establishing partnerships with local suppliers, engaging with the community, and offering authentic cultural

experiences to guests, they create a harmonious ecosystem that enhances the overall guest experience and strengthens relationships with stakeholders. The emphasis on integration underscores the importance of collaborative relationships and community engagement in the success of accommodation businesses in tourism villages. By promoting effective communication, cultural exchange, and local partnerships, organizations can leverage the expertise of women in accommodation management to create a sustainable and inclusive tourism ecosystem that benefits both guests and the local community.

4.2.4 Latency
A total of 7 respondents (14%) stated they helped preserve local cultural values, 27 respondents (54%) demonstrated work outcomes from their work ethic, and 16 respondents (32%) played a role in maintaining the spirit of cooperation. This supports Parsons' view that companies must preserve local cultural values to motivate employees through recognition and acknowledgment from management (Chance and Florence, 2023). An organizational system that supports norms and values, and provides moral support, is crucial to encourage employees to actively contribute to achieving company goals (Parsons, 2018; Overholt et al., 1985). Organizational support in self-development, training, and performance recognition helps women managing accommodations to work professionally and stay motivated. Maintaining local cultural values by women managing accommodations, such as in homestay design and the food served, is important for promoting and preserving local culture. This aligns with Talcott Parsons' functionalist-structuralism approach, which emphasizes the importance of systems and functions that support individual roles in society and organizations. Women managing accommodations in Karangasem play a significant role in preserving local cultural values, demonstrating strong work ethics, and fostering a spirit of cooperation within their teams. By actively engaging in cultural preservation efforts, showcasing the essence of the local community through their services, and promoting teamwork and collaboration among staff members, these women contribute to the overall sustainability and authenticity of the tourism experience in Karangasem. Their dedication to upholding cultural traditions and maintaining positive work environments reflects their commitment to both business success and community well-being. The focus on latency highlights the intrinsic value that women bring to accommodation management in tourism villages, beyond operational tasks. By recognizing and supporting women in their efforts to preserve cultural heritage, promote teamwork, and maintain high work standards, organizations can foster a sense of pride and belonging among employees and guests alike. Emphasizing the importance of cultural preservation and teamwork can enhance the overall guest experience and contribute to the long-term success of accommodation businesses in Karangasem.

4.2. Analysis of Women's Roles in Accommodation Management in the Digital Era in Karangasem Based on Moser's Gender Theory
The gender analysis based on Caroline Moser's theory examines the roles of women managing accommodations in three main aspects: reproductive, productive, and community management roles. The reproductive role includes household tasks, the productive role encompasses income-generating work activities, and the community management role involves social and voluntary activities.
Regarding gender needs, women managing accommodations have Practical Gender Needs (PGNs) that include everyday needs such as access to clean water and healthcare services, as well as Strategic Gender Needs (SGNs) that encompass legal rights and education to support changes in gender roles. Collecting disaggregated data and empowering women through skills training and policy reforms are also important for understanding differences in resource access and opportunities and for empowering women in this sector.

4.2.1 Gender Practical Needs

Figure 3. Gender Practical Needs

Based on Figure 3, a total of 5 respondents (10%) stated the need for health insurance as a practical need, 15 respondents (30%) required workplace safety guarantees, 3 respondents (6%) needed education, and 27 respondents (54%) needed training to work smoothly. According to Moser (Gerardi, 2019), health and safety

protection at work, as well as training, are key to enhancing women's skills and maximizing their roles in the workplace.

The study identifies key practical gender needs among women managing accommodations in Karangasem, including the requirement for health insurance, workplace safety guarantees, access to education, and training opportunities. These practical needs are essential for ensuring the well-being, safety, and professional development of women in the accommodation sector. By addressing these practical gender needs, organizations can create a supportive and conducive work environment that empowers women to excel in their roles and contribute effectively to the growth and sustainability of accommodation businesses in tourism villages. Recognizing and addressing the practical gender needs of women in accommodation management is crucial for promoting gender equality, enhancing workplace safety, and fostering professional growth. Organizations can support women in accessing health insurance, ensuring workplace safety standards, providing educational opportunities, and offering training programs tailored to their needs. By prioritizing these practical gender needs, businesses can create a more inclusive and supportive environment that enables women to thrive and make valuable contributions to the tourism industry in Karangasem.

4.2.2   Gender Strategic Needs
Based on Figure 4, seventeen respondents (34%) indicated that the urgent strategic gender need is to strengthen the role and position of women managers. They desire training to enhance competencies, such as standard hotel menu preparation and room arrangement.

Figure 4. Gender Strategic Needs

Thirty- three respondents (66%) considered role and position equality as the main need, supporting Moser et al.'s (Gerardi, 2019) view on the role of women in the workplace. This shows that women can work equally with men if given the same opportunities, and companies should provide opportunities to demonstrate their abilities (Overholt et al., 1985). The analysis above describes the roles and challenges women face in managing accommodations in the digital era. Despite the increasing number of female workers, they still face recognition challenges and need professional development support. Workplace safety and health are also important, highlighting the need for adequate health facilities and work protection training. Additional training is required to enhance women's skills and careers, and work-life balance should be addressed with flexible work policies and supportive facilities.

The study highlights the strategic gender needs of women managing accommodations in Karangasem, emphasizing the importance of strengthening their roles and positions within the industry. Respondents expressed a desire for training to enhance competencies in areas such as menu preparation and room arrangement, as well as a need for equality in roles and positions. Addressing these strategic gender needs is essential for promoting gender equality, empowering women to take on leadership roles, and creating a more inclusive and diverse workforce in the accommodation sector. By prioritizing strategic gender needs, organizations can foster a culture of equality, provide opportunities for professional growth, and support women in advancing their careers in the tourism industry. Recognizing and addressing the strategic gender needs of women in accommodation management is crucial for promoting gender diversity, leadership development, and career advancement. Organizations can support women in acquiring specialized skills, accessing leadership training programs, and advocating for equal opportunities in the workplace. By prioritizing these strategic gender needs, businesses can create a more equitable and inclusive environment that enables women to excel in their roles, contribute effectively to the industry, and drive positive change in the tourism sector in Karangasem.

Overall, the role of women managing accommodations in the digital era in Karangasem has practical and strategic needs that management must address. Strengthening women's roles in strategic decisions and the struggle for rights and gender equality is crucial to creating a fair, inclusive, and productive work environment. The implication of this research on the role of women in accommodation management in the Digital Era is significant in several ways: 1). Empowerment of Women: By recognizing and strengthening the roles of women in strategic decision-making, providing necessary facilities, and offering training and flexible work policies, this research emphasizes the empowerment of women in the tourism industry; 2). Gender Equality: Prioritizing gender equality and promoting women's roles align with global efforts to achieve gender equality.

Highlighting their contributions can help break down traditional gender barriers and create more inclusive work environments; 3). Community Development: Women's active involvement in accommodation businesses contributes to community cohesion, cultural preservation, and sustainable tourism. Their strategic efforts not only enhance economic welfare but also support the development of local communities; 4). Management Strategies: The study underscores the importance of addressing recognition challenges, providing professional development support, ensuring workplace safety and health, offering additional training, and implementing flexible work policies to enhance women's skills and careers in accommodation management; 5). Strategic Decision-Making: Strengthening women's roles in strategic decisions is crucial for creating a fair, inclusive, and productive work environment. Management must address the practical and strategic needs of women to foster a conducive workplace atmosphere.

In summary, this research highlights the essential role of women in accommodation management and emphasizes the importance of supporting and empowering women in the tourism industry to achieve gender equality, promote community development, and enhance overall organizational effectiveness.

5. CONCLUSION

The study sheds light on the pivotal roles played by women in managing accommodations in Karangasem, emphasizing their contributions to business sustainability, community development, and cultural preservation. Through adaptation, goal attainment, integration, and pattern maintenance, women in accommodation management demonstrate their ability to drive innovation, foster collaboration, and uphold local traditions. By addressing practical gender needs such as health insurance and workplace safety, as well as strategic gender needs related to role equality and professional development, organizations can empower women to thrive in the tourism industry.

The findings underscore the importance of supporting women in accommodation management to create a fair, inclusive, and productive work environment. By recognizing and addressing the diverse needs of women in the sector, businesses can promote gender equality, enhance workplace safety, and foster leadership development. Embracing the roles of women in accommodation management not only benefits individual employees but also contributes to the overall success and sustainability of tourism businesses in Karangasem.

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